

CR-M-4
PROND.

	Sales		Retail	
1221		1222	21, 22	✓
1222		1223		
1223		1226		
1224		1229		
1225		ROM		
1226		PO	SC	
1229		MC	PA	
1240				
1244		RSM	RBM	

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TO:

BOSTON R.O.U. BUFFALO R.O.U.

DATE:

10/20/95

FOR:

NEW YORK METRO R.O.U.

DISSEMINATION TO ALL SALES/RETAIL REPRESENTATIVES

CC: DIVISION MANAGERS; RETAIL MANAGERS

CHAIN PROMOTIONAL INFORMATION

CHAIN NAME: STOP & SHOP SUPERMARKETS CID #: 0533 00 00PROMOTION TYPE: BASE WINSTON & SELECT \$2.50 BUYDOWN SUPPLIER: FRANKLIN WHSLERSDESCRIPTION: REDUCE PRICE OF WINSTON /SELECT AS FOLLOWS:
WINSTON (ALL STYLES) \$2.50 PER CARTON/.25¢ PER PACK
WINSTON SELECT (ALL STYLES) \$2.50 PER CARTON / .25¢ PER PACKBRANDS: WINSTON & WINSTON SELECT -- ALL STYLESAUTHORIZED LOCATIONS: ALL STORESTIMING: EFFECTIVE 11/5/95 THROUGH 12/16/95DISPLAY METHOD: CARTON FIXTURE AND ECDACTION REQUIRED: PLEASE CONTACT STORES AS CLOSE TO THE 11/5/95 IMPLEMENTATION DATE
AS POSSIBLE TO ENSURE PRICE COMMUNICATION ON BOTH CARTON FIXTURE
AND THE ECD CLEARLY INFORMS CONSUMER OF DISCOUNTED RATES ON
THESE BRAND FAMILIES.** WINSTON SHOULD BE FEATURED IN THE RJR EXCLUSIVE ECD UNIT.COMMENTS: STOP & SHOP WILL BE UTILIZING CO-MARKETING FUNDS TO REDUCE THE PRICE
OF THESE BRANDS.** PLEASE FIND ATTACHED A COPY OF THE MEMO WHICH HAS BEEN
PROVIDED TO ALL STOP & SHOP LOCATIONS.AUTHORIZED BY: JACK MAHON, BUYERR.J.R. REP: M. A. BELNIAKDIVISION: BOSTON CHAIN 1140PHONE: 508 435 8613FAX: 508 435 8591

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